



2013 STATE OF THE TOWN

Mark R. Frazer, Mayor





Highlights and Accomplishments



ADMINISTRATIVE

- ▣ Bayside History Museum opened at new location in May: 10,699 Note: these counts include off-site museum events
- ▣ Senior Center 10 Year Anniversary
- ▣ University of MD presentation for Performing Arts Center
- ▣ Established 501C3 to raise funds for Performing Arts Center
- ▣ Dedication for long-time resident, Buddy Simonds at Callis Park
- ▣ Donnie Bowen voted Water Operations Specialist of the Year by Maryland Rural Water Association
- ▣ Distributed 100 additional recycling containers in 2013 for a total of 300

ECONOMIC DEVELOPMENT

- ▣ Purchased New Christmas Decorations
- ▣ Plaza Mexico Opened February
- ▣ North Beach Professional Building Opened July
- ▣ Hired Sage Policy Group, Inc. to conduct a study to assist the Town with improving the local economy by creating, promoting, and supporting a positive economic environment. Amount of contract award is \$15,000.

FINANCIAL

- ▣ Constant yield tax rate 0.6337 per 100 of assessed value.
- ▣ Assessments were reduced by \$2,362,831 compared to gross assessable real property base for July 1, 2012.
- ▣ The Town Adopted Constant Yield Tax Rate 0.6337 per 100 of assessed value.
- ▣ Trash Rate \$306.36 per year (no increase) .
- ▣ Sewer Benefit \$221.20 per unit (no increase).
- ▣ Water Benefit \$110.10 per unit (no increase).
- ▣ MDE Flush Tax \$15.00 per Unit (no increase).
- ▣ A \$250,000 Bond Bill awarded to assist with the replacement of the pier decking and make pile repairs.
- ▣ Breakwater Stabilization Project: Contract Awarded to Dissen and Juhn in the amount of \$482,529 thousand. Project grant from DNR /Waterway Improvement Fund in the amount of \$422,252.89.
- ▣ Lease agreement signed with MTA for the commuter lot.
- ▣ Increase Cable franchise agreement with Comcast to 5% from 3%.
- ▣ Sold 9006 Dayton Avenue in July 2013 in the amount of \$235,000.
- ▣ Town purchased a new T590 Track Loader for \$24,217 (with trade of tool cat).
- ▣ Town purchased new F250 utility truck for \$24,730.



FINANCIAL

- ▣ Bayside History Museum was relocated and remodeled. The Town leased the building located at 4025 4th Street from Calvert County.
- ▣ Awarded contract to Heinsohn Contracting, Inc. in the amount of \$74,800 for pilings and framing of the nature trail.
- ▣ Completed the Nature trail connecting Overlook Park and Walton Parcel 2. Awarded \$40,000 in 2013 by SHA Trails Project.
- ▣ Awarded design contract for the Bayfront Park and Sculpture Garden to CPH, Inc. in the amount of \$35,000.
- ▣ Awarded a contract in the amount of \$5,600 to Environmental Concerns for concept plans and cost estimates related to a future living shore line along Walton Preserve.
- ▣ New Debt created for the ENR Waste Water Treatment Plant Upgrade. The bond was financed through MD Water Quality in the amount of \$1,850,000 (terms 20yrs @1.85%).
- ▣ New municipal parking lot completed with 44 new parking spaces. The parking lot has two walkways connecting the new municipal parking lot and the business areas. The walkways allow access from 7th street between Bay Avenue and Chesapeake and Bay Avenue between 5th and 7th Street.



MARKETING

- ▣ Movie Theatre Preview Advertisement
- ▣ Calvert's Best People's Choice Awards 2013
 - Best Beach
 - Best Place to Fish and Best View of the Bay : North Beach Pier
 - Best Calvert County Event: Farmers' Market
- ▣ Bay Weekly Best of the Bay 2013
 - Best Bay Beach
 - Best Town or Neighborhood
 - Best Community Event: Bay Harvestfest
 - Best Farmers' Market

MARKETING

WEBSITE STATISTICS:

- ▣ 884,893 hits on website for 2013. An average of 2,424.36 per day.
- ▣ How they found us:
 - 68.88% users physically typed in www.northbeachmd.org or clicked on a bookmark or favorite on their computer
 - The rest found us by using a search engine such as Google, Bing or Yahoo; by clicking on our website link on Facebook or Twitter; or they were redirected from the maryland.gov website.
- ▣ After visiting the home page, the top 3 pages visited:
 - Special Events List
 - Events Calendar
 - Beach, Fishing & Rental Fees
- ▣ Top downloaded item:
 - Memorial Bench Application
 - Close 2nd: Online Brochure (includes events listing, beach & fishing fees, and directions to North Beach)

Definition of hit: Any successful request to a webserver from a visitor's browser.

2013 SPECIAL EVENTS

POLAR BEAR PLUNGE: 407 plungers, thousands of spectators, 27 sponsors, \$3,376.31 donated to Boys & Girls Club



2013 SPECIAL EVENTS

ICE SKATING ON THE PIER



2013 SPECIAL EVENTS

Comcast Cares PLANT THE TOWN and Marsh Clean up:
\$10,412.50 Donated to Boys & Girls Club by Comcast



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2013 SPECIAL EVENTS

FARMERS' MARKETS & CLASSIC CAR CRUISE-INS



2013 SPECIAL EVENTS

NORTH BEACH ART FAIR



2013 SPECIAL EVENTS

NORTH BEACH HOUSE & GARDEN TOUR/ART SHOW



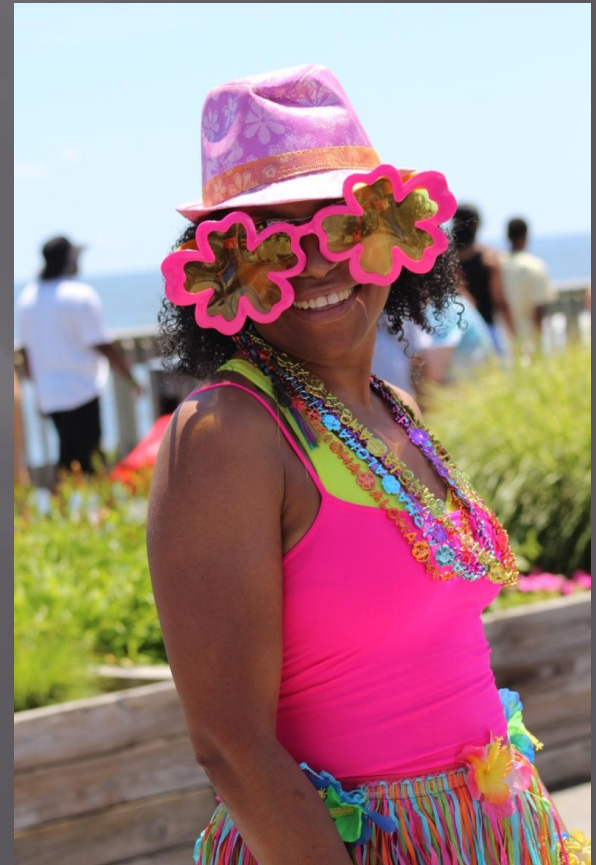
2013 SPECIAL EVENTS

END HUNGER DRAGON BOAT FESTIVAL



2013 SPECIAL EVENTS

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2013 SPECIAL EVENTS

TEAM NORTH BEACH WON THE MAYOR'S TROPHY



2013 SPECIAL EVENTS

CONCERTS ON THE BEACH



2013 SPECIAL EVENTS

MOVIES ON THE BEACH



2013 SPECIAL EVENTS

3RD ANNUAL EAT, DRINK, GO LOCAL



2013 SPECIAL EVENTS

DRIVE-IN MOVIES



2013 SPECIAL EVENTS

3RD ANNUAL BAY HARVESTFEST & CREAM OF CRAB SOUP COOK OFF



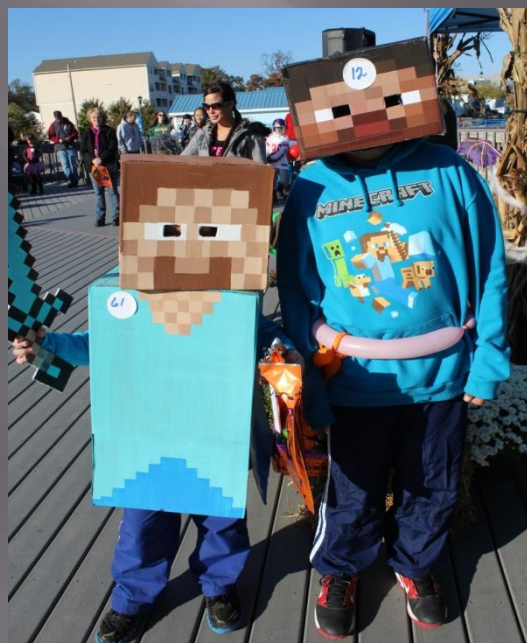
2013 SPECIAL EVENTS

HOUND OF THE TOWN



2013 SPECIAL EVENTS

BOO BASH



2013 SPECIAL EVENTS

LIGHT UP THE TOWN: RAINED OUT



2013 SPECIAL EVENTS

PAT CARPENTER HOLIDAY PARADE



2013 SPECIAL EVENTS

SANTA ON THE BEACH



2013 SPECIAL EVENTS

HOLIDAY EXTRAVAGANZA AT TOWN HALL



2014 SPECIAL EVENTS

- ▣ January 1: Polar Bear Plunge
- ▣ April 26: Comcast Cares | Plant the Town
- ▣ April 27: Beach & Welcome Center Open
- ▣ May 2 - October 3: Friday Night Farmers' Market & Classic Car Cruise-Ins & North Beach Art Fair
- ▣ May 24: Bike, Kayak and Standup Paddleboard Rentals Begin
- ▣ June 1: House & Garden Tour | Art Show
- ▣ Campfires on the Beach
 - May 16, June 13, July 11, September 12
- ▣ Concerts on the Pavilion
 - July 12, August 9
- ▣ Movies on the Beach
 - June 21, July 19, August 16, September 13
- ▣ June 14: 4th Annual Eat, Drink, Go Local
- ▣ June 21: 2nd Annual End Hunger Dragon Boat Festival
- ▣ August 5: National Night Out
- ▣ September 13: Drive In Movie
- ▣ October 4: 4th Annual Bay Harvestfest
- ▣ October 25: Hound of the Town and Boo Bash
- ▣ December 5: Light Up the Town
- ▣ December 6: Holiday Parade and Santa on the Beach



Thank you for a great year!